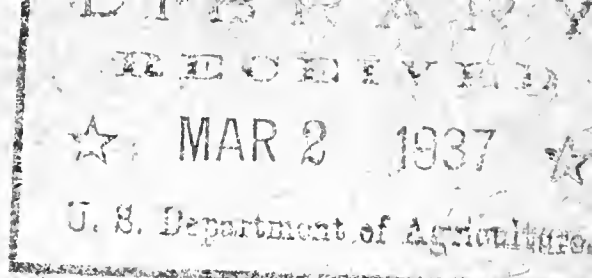


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# EXHIBITION DAHLIAS

FOR

1937



INTRODUCERS OF

“CERTIFICATE OF MERIT”

AND

“HONOR ROLL” DAHLIAS



RUSCHMOHR DAHLIA GARDENS

52 SOUTH KENSINGTON AVENUE

ROCKVILLE CENTRE, L. I.

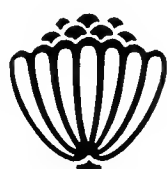
NEW YORK



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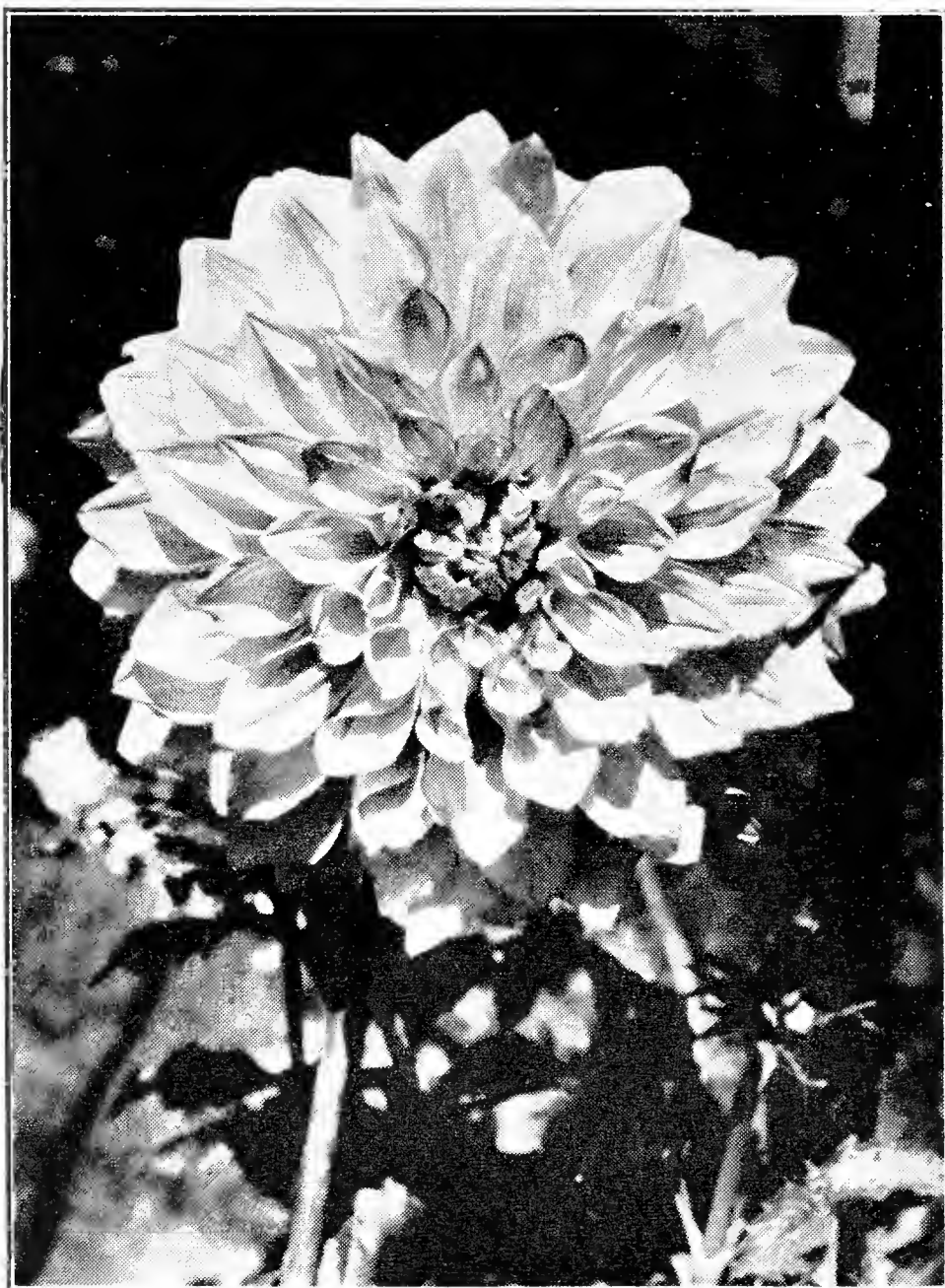


GREENHOUSE

SOUTH CENTRE AVENUE at SHELLBANK PLACE



Telephone: ROCKVILLE CENTRE 6274



WILLIAM J. WYLLIE

## GREETINGS TO OUR DAHLIA FRIENDS:

Once again, we greet you with Ruschmohr's catalogue.

It is not just dahlias we offer you. It is dahlias worth while, dahlias of merit, dahlias that have won their honors, that are members of the Honor Roll, that have earned their Certificates of Merit at the Trial Grounds or have been prize winners at the great dahlia shows. No flower in cultivation has been improved as greatly, in the last few years, as has the dahlia. Every seedling is a new variety. Of these, the best survive and become popular. Ruschmohr offers only those which have survived the test above mentioned. Read the list of prize winners at the great shows. That list is never large because only the best wins and the winners are on our lists.

We have no axes to grind, we never seek to sell you our own introductions, because they are ours. When we do introduce a new variety, it is an acknowledged prize winner, named by judges, other than ourselves, at the Trial Grounds or on the show table. It is because of this fact that Ruschmohr's offerings are so promptly accepted as the best.

Wishing you a Prosperous New Year and a Most Successful Dahlia Year, we are

Cordially yours,

RUSCHMOHR DAHLIA GARDENS

January 1, 1937.

Strictly adhering to our unaltered policy, we are pleased to present for 1937, three new Certificate of Merit, Honor Roll and Seedling Class Winners, which we are sure will prove outstanding show-room winners, in their respective classes.

**WILLIAM J. WYLLIE (Greenough)**—Formal Decorative. Color, sulphur yellow, shading to a buff with outer petals taking on a pinkish tone as the flower matures. Good flowering habit, with a stem measuring from 10½" to 17½", heavy to medium stiff, flower on side. Size of flowers average 10" in diameter and 5" in depth. Received a Certificate of Merit at the A. D. S. Trial Grounds in Storrs in 1935, also at Mid West Trial Grounds, in East Lansing, in 1936. Winner as the best formal decorative in the undisseminated seedling class in the New York Show in 1936. Something that you have been looking for, for many years, in the formal decorative class. This dahlia has been highly commented on by the leading dahlia authorities that have seen it.

Listed on Mr. Leonard Barron's Honor Roll in the Flower Grower, and we quote as follows:

*"Wm. J. Wyllie, yellow, tending towards amber, which gives the flower an appearance of substantiality, which is also actually the case. An exceptionally fine formed, sturdy bloom and nothing wanting when it comes to size as it did later in the season. Is this the standard bearer of a new advance in Formal Decoratives, which has already been noted, and has somewhat been lagging behind in recent years? Wm. J. Wyllie is indeed a welcome addition with both exhibition and cut flower possibilities. As seen growing, too, I am quite satisfied with the plant."*

Listed on Mr. J. W. Johnston's Dahlia Futurity in House Beautiful, who says:

*"A fine formal decorative that grows four and one-half feet high, with flowers as large as ten inches. Color, sulphur yellow flushed buff, with center pure yellow. Outer portion of the flower takes on an old rose tinge as flower ages. The color combination is very similar to Milton J. Cross. This is a free bloomer and is one of the most attractive formal decoratives we have seen."*

**Roots \$10.00 Net. Plants \$5.00 each; 3 for \$12.50**

**PURPLE MIST (Emmons)**—Formal Decorative. Color, dark violet carmine. Blooms have excellent substance, averaging from 9" to 10½" in diameter, and 5" to 6" in depth. Stem 7" to 15", thick, strong and straight. Habit of plant erect, branching vigorously, averaging about five feet in height. Excellent dark green foliage. Winner of the American Home Achievement Medal at Cleveland Exposition in 1936. Received Certificate of Merit at Mid West Trial Grounds in 1935. Highly spoken of by some of the leading dahlia authorities in the Middle West, particularly for keeping qualities.





PURPLE MIST

Listed on Mr. Leonard Barron's Honor Roll in the Flower Grower, and we quote as follows:

*"Purple Mist won the Achievement Medal at Cleveland and has been very well received throughout the Middle West region. It is certainly a distinctive novelty in color in this class. Although not seen on the exhibition table, I have seen plants and cut blooms. The latter withstood the mail journey and stood up well afterwards. It is medium to moderate size and the stem, although slender, is sturdy and sufficiently long and carries the flower well. We have not had anything so worth while in the color range for some time. The name actually describes the color, when matched with the color chart, but more popularly we might say that it is a pure deep purple, tending to a shade of burgundy. Both the face and the reverse of the rays have the same color; so that there is one tone throughout. A really desirable flower."*

**Roots \$10.00 Net. Plants \$5.00 each; 3 for \$12.50**

**BETTY LINDGREN (Preas)**—Semi-cactus. Seedling of Edna Ferber. Color, pale lemon yellow to a light greenish yellow, outer florets becoming tinted light salmon orange. Flowering habit abundant, with excellent substance. Stem 6 to 12", stiff, straight, strong, flower half facing. Habit of plant, heavily branching, with branches erect. Diameter of flowers 6½" to 8½", depth 2" to 5". Height of plant 2½' to 4', spread 1¾' to 3¾'. Received a Certificate of Merit at Mid West Trial Grounds in East Lansing, Michigan, in 1935. Received a Certificate of Merit at Storrs in 1935 as a commercial type dahlia. Winner of the Charles H. Ruscher Memorial Cup at the New York Show in 1936 for undisseminated seedling that has scored an official A. D. S. Trial Grounds in 1935 or 1936. Excellent as a basket type dahlia, in view of its unusual color and formation.

Listed on Mr. Leonard Barron's Honor Roll in the Flower Grower, who says:

*"Betty Lindgren, as is very often the case in this section (semi-cactus), has a two-color effect; the center of the flower is very definitely yellow, but the expanded rays are a peach pink. The small tight, yellow center really gives individuality. It is a lovely flower under artificial light, too. Those who saw it at the New York show did not get it at its best, because the date was too soon. Later on, and where I have also seen it growing, it was greatly improved. A striking illustration of the fact that the show date may handicap the exhibition of a variety in characteristic size and form. It really comes considerably larger than it was seen on the exhibition tables."*

Listed on Mr. J. W. Johnston's Dahlia Futurity in House Beautiful, who says:

*"A semi-cactus seedling of Edna Ferber. Color, pale lemon to a light greenish yellow, outer florets become tinted light salmon orange. A free bloomer with fine substance. Stems are stiff and straight*

*with flower half facing. The flowers will on occasion run over the medium size limit, ranging from 6½" to 8½", with depth as great as 5". Plant grows 2½' to 4'. In 1935 it received a Certificate of Merit at both A. D. S. Trial Grounds, at Storrs and East Lansing, the Storrs award being for a commercial type dahlia. Winner of the Charles H. Ruscher Memorial Cup at 1936 New York Show as the best undisseminated seedling that scored in an official A. D. S. Trial Grounds in 1935 or 1936. This dahlia has achieved a fine record so far."*

**Roots \$5.00 Net, Plants \$2.50 each**



## **INTRODUCTIONS OF THE STEPHENSON DAHLIA GARDENS, OF SANTA MONICA, CALIFORNIA**

Representatives of Mr. J. J. Broomall, Eagle Rock, California.

**MALIBU SUNSET**—Informal decorative of the brightest color imaginable, gold overlaid scarlet, with long straight petaloids of gold throughout the flower. A 10-inch bloom of corresponding depth on good strong and slender stems. **Roots \$10.00, Plants \$5.00.**

**MITSI GALE**—A semi-cactus of beautiful rosy lavender color. Ridgeway names it a Rosolane Purple. Good form. Size from 9" to 11" in diameter. Foliage is fernlike and abundant. Stems good. **Roots \$10.00, Plants \$5.00.**

**FREDERICKA**—Miniature—F. D. Color is a deep red with a suggestion of lavender on the reverse. About 2" in diameter. This miniature won firsts at both the Long Beach Show and the Southern California Dahlia Society Show at Pomona, 1936, as the best undisseminated miniature seedling. A good cut flower and in demand by the florists. **Roots \$2.00, Plants \$1.00.**

## **CALIFORNIA'S FINEST DAHLIA SEED**

We are acting as the Eastern Representatives of the above and are also handling their seed, which is considered the **FINEST DAHLIA SEED IN CALIFORNIA**, grown from the largest planting of **HONOR ROLL** and **EXHIBITION DAHLIAS** in Southern California. This includes a large planting of the dahlia **Margaret E. Broomall**, as well as all Mr. Broomall's seedlings and originations. The garden is planned and planted to get the best possible crosses and all seeds are ripened on the plant.

**20 Seeds \$1.00, 50 Seeds \$2.50, 100 Seeds \$5.00**

**1,000 Seeds \$40.00**

The following testimonial regarding our seed has come unsolicited to us.

November 9, 1936.

953 Coborne St.,  
London, Ont., Canada.

Ruschmohr Dahlia Gardens.  
Rockville Centre, N. Y.

Dear Sir:

I am sending you a snapshot of one of your seedlings. grown from your seed. In fact, we have two, both two years old and the finest thing on the market. We grow the best but this seedling was put at its best this year and it made a whole lot of the top notchers look sick in the exhibition patch, and on the table it cleaned the boards.

I certainly will give you an order for another packet of seed, as I get a lot of fun out of same. I have 600 from all parts of the globe and the only one I have not got is Rudolf's Giant. We showed at Detroit and they had nothing to compare with the stuff from here. If you get the Mid West News you will see our exhibit in there. As I could not put this seedling up, I thought it only right I should write you and you can use this letter for reference as to seed.

I have bought seed for 14 years and never had a thing worth while, and this is the first time I had a look in.

Yours truly,

J. R. SWANN.



## 1937 INTRODUCTIONS OF OTHER GROWERS

**AUTUMN SUNSET (Lakeside) I.D.** — Lemon-Yellow center, spreading to lightly tinted Spinel Red, toward outside of flower. Highest scoring dahlia in East Lansing, 1935. (87). Listed on Mr. Leonard Barron's Honor Roll. **Plants \$7.50.**

**FIREBALL (Bissell) F.D.** — Brilliant Scarlet. Certificate at East Lansing, 1936. Winner of Chas. H. Ruscher Memorial Cup at National Show in Detroit. Listed on Mr. J. W. Johnston's Futurity. **Plants \$5.00.**

**GREATER GLORY (Salem) S.C.** — Rose-pink bloom of large size and long stems. **Plants \$10.00.**

**HASLEROVER (Reed) I.D.** — Bi-color, Grayish White background with rich Royal Purple dots and splashes. **Plants \$2.50.**

**MOTHER MAYTROTT (Berwick-Maytrott) I.D.** — White, with good keeping qualities. Profuse bloomer. Winner Achievement Medal at Washington, D. C. Listed on Mr. Leonard Barron's Honor Roll and J. W. Johnston's Dahlia Futurity. **Plants \$7.50.**

**OPAL (Berwick-Dahliadel) I.D.** — Pastel of soft Salmon Rose, with lighter shadings and centers of Light Lemon Yellow. Certificate of Merit, Mid West Trial Grounds at East Lansing. **Plants \$5.00.**

**PRINCESS ROYAL (Tooker-Chemar)** — Miniature-Incurved Cactus. Neat Bright Apricot, lightly suffused with Pink. Seedling of Baby Royal, with all the habits of growth and good qualities of that popular variety. Received Certificate at Mid West Trial Grounds in East Lansing. Winner as the best miniature in the undisseminated class at the Rockville Centre, New York, Show. Listed on Mr. Leonard Barron's Honor Roll. **Plants \$1.00.**

**DREAM GIRL—I.F.** — Beautiful Pink, strong stems, large size. Winner of two Achievement Medals (Washington and Oregon). **Plants \$5.00 Net.**

**WATCHUNG GIANT (Smith) I.D.**—Deep Amber Yellow, suffused Orange Carmine, with Dark Green and insect resistant foliage. Listed on Mr. Leonard Barron’s Honor Roll and Mr. J. W. Johnston’s Futurity. **Plants \$5.00 Net.**

**ROBERT L. RIPLEY (Salem) I.D.**—Rhodamine purple with rose suffusions. **Plants \$10.00 Net.**

**IVORLEE (Lee) S.C.**—Large deep fine petalled semi-cactus, color of ivory, blending to creamy yellow at base of petals. **Plants \$2.50 Net.**

**VOLCANO (Richardson) I.D.**—Bright orange, quite large in size; outstanding seedling at Washington, D. C. Show. **Plants \$5.00 Net.**

**STANDARD INTRODUCTIONS**

	Plants	Roots
<b>Amelia Earhart (Cordes-Eastman) S.C.</b> — Combination of Apricot Buff with Primrose at base of each petal.....	\$1.50	\$3.00
<b>American Legion (Nunviller) I.D.</b> — Large Yellow .....	1.00	2.00
<b>Anna May Wong (Stephenson) I.D.</b> —Bright Spectrum Red with light reverse.....	2.50	5.00
<b>Annalee McClure (Stephenson) S.C.</b> —Pure White .....	2.50	5.00
<b>Ballego’s Surprise (Ballego) R.C.</b> —White..	1.50	
<b>Barbara Ann (Reynolds-Fraser) I.D.</b> — Red and White variegated.....	2.50	5.00
<b>Bette Davis (Cordes-Eastman) S.C.</b> — Deep Violet Rose .....	2.50	5.00
<b>Bing Crosby (Stephenson) I.D.</b> —Golden Yellow, pencilled with Carmine.....	1.25	2.50
<b>Blue River (Salem) F.D.</b> —Lavender.....	3.75	
<b>Bennie Belmont (Cochran-Ruschmohr) S.C.</b> Beautiful Bright Yellow, on long stiff stems .....	2.50	5.00
<b>Broomall’s Pink (Stephenson) S.C.</b> — True Rose Pink .....	5.00	10.00
<b>California Idol (Ballay) I.D.</b> —Large clear Bright Yellow.....	2.50	5.00
<b>Challenger (Watkins-Siebrecht) S.C.</b> —Brilliant Cardinal Red, with Gold at base of petals .....	1.50	3.00
<b>Clara Carder (Kemp) I.D.</b> —Pink.....	3.75	7.50
<b>Dean Anderson (Wickersham) I.D.</b> — Coppery Fuchsia .....	5.00	

	PLANTS	ROOTS
<b>Fair Maiden (Ruschmohr) B.</b> —Lavender, with Bluish Lighter Tone.....	1.00	1.50
<b>Phantom—I.D.</b> Purple and White Bi-color	2.00	
<b>Genesee—F.D.</b> Bright Orange.....	1.50	3.00
<b>Golden Age (Bruidegom) S.C.</b> —Gold.....	1.25	2.50
<b>Golden Light (Alling) F.D.</b> —Yellow blend to a Gold .....	1.00	1.50
<b>Goodacres Sensation (Goodacre) S.C.</b> —Sal- mon with Red base.....	1.50	3.00
<b>Hillcrest Cinderella (Scott) I.D.</b> —Large Lavender .....	1.50	3.00
<b>Hillcrest Mandarin (Scott) I.D.</b> —Chinese Red and Yellow.....	1.00	2.00
<b>H. R. S.—I.D.</b> Yellow.....	1.00	2.00
<b>Jessica Dragonette (Alling) I.D.</b> .....	1.50	3.00
<b>Lemonia—S.C.</b> Bright Clear Yellow.....	1.50	3.00
<b>Lord of Autumn (Almy) I.D.</b> —Rich Deep Golden Yellow .....	1.25	2.50
<b>Man - O - War (Boone-Straight-Ruschmohr) I.D.</b> —Carmine Oxblood Red.....	1.00	2.00
<b>Margrace (Bissell) I.D.</b> —Bright Scarlet with Gold reverse.....	2.50	5.00
<b>Miss Glory (Reed) S.C.</b> —Large Yellow....	3.75	7.50
<b>Monmouth Queen (Kemp) I.D.</b> —Yellow...	1.00	2.00
<b>Mrs. Christine Groves (Garrity-Wickersham).</b> Clear Crystal Yellow with tints of Bronze and Mauve at center.....	2.50	5.00
<b>Mrs. Geo. Le Boutillier (Smith-Ruschmohr) I.D.</b> —Bright Carmine Red, shading to a rich Cardinal Red at the center, with full petal and deep flower. Very large. The outstanding introduction of 1935. Win- ner of the Derrill W. Hart Memorial Flower Grower Cup in N. Y. Show in 1936 .....	1.50	3.00
<b>Mrs. Herbert O'Connor (Maytrott) I.C.</b> — Soft Rose Pink, deepening at centers...	2.50	5.00
<b>Milton J. Cross (Johnson) I.D.</b> —Clear Gold, shading to an Orange Buff.....	5.00	10.00
<b>Murphy's Masterpiece (Reed) I.D.</b> —Very large Red .....	1.50	3.00
<b>New Deal (Alling) I.D.</b> —Bronze.....	1.00	2.00
<b>Oakleigh Monarch (Hook) F.D.</b> —Bright Cerise Red .....	2.00	5.00
<b>Orchid Moonlight (Greenough-Ruschmohr) F.D.</b> —Beautiful Mauve Pink.....	2.50	5.00
<b>Patricia Armstrong (Vernon) B.</b> —Red and White variegated .....		1.00

	PLANTS	ROOTS
<b>Prachtkerl (Werner) S.C.</b> —Deep Yellow...	2.00	4.00
<b>Pride of Austinburg (Strasen) I.D.</b> —Grenadine Pink and Light Yellow, center and reverse Light Purple.....	2.50	5.00
<b>Renet Mueller—S.C.</b> Salmon Yellow and Pink .....		1.00
<b>Red Jug (Preas-Ruschmohr) S.C.</b> —Striking Cardinal Red in color, with tipped Yellow Petals .....	2.50	5.00
<b>Rex (Greci-Fraser) I.D.</b> — Apricot Yellow and Pink .....	3.50	7.50
<b>Rita Causino (Stephenson) I.D.</b> — Lemon Yellow, splashed with Rich Carmine....	2.50	5.00
<b>Richl—R.C.</b> Very attractive at the N. Y. Show. Yellow, shading to a Pink.....	1.00	2.00
<b>Rockley Moon (Taylor-Ruschmohr) F.D.</b> —Beautiful Yellow, broad petaled bloom, on exceptionally long stems.....		1.00
<b>Royal Purchase (Salem) S.C.</b> — Primrose Yellow .....	3.75	
<b>Rudolf's Giant (Rudolf-Ruschmohr) I.D.</b> —The largest dahlia we have ever introduced. We consider this the best in the autumn shade. Largest flower in New York Show in 1936.....	5.00	Net 10.00
<b>Shirley Temple (Stephenson) B.</b> —Yellow..		1.00
<b>Supt. Amerthyn—B.</b> Lavender.....		.50
<b>White Beauty (Darnell) F.D.</b> —White commercial dahlia .....	2.00	4.00
<b>William J. Rathgeber (Parkway) I.D.</b> —Tyrian Rose .....	1.00	2.00

#### POM PONS

<b>Anna Von Schwerwin</b> —Dainty Shell Pink..	\$ .25
<b>Atom</b> —Fiery Red, one of the best and a constant winner .....	.25
<b>Betty Ann</b> —Exhibition type. Soft Pink....	1.00
<b>Dixie</b> —Dark Red.....	.25
<b>Donnie</b> —Lovely Orange of perfect form...	.25
<b>Dot</b> —Pure White on perfect stem.....	.35
<b>Dottie Dimple</b> —Yellow .....	.50
<b>Gary</b> —Very fine exhibition Red.....	.50
<b>Honey</b> —Pale Honey Yellow, with faint suffusion on edge of petals.....	.35
<b>Little Edith</b> —The perfect pom, wins more prizes than any other in its class. Color: Primrose Yellow, tipped Carmine.....	.25

<b>Minnie Mouse</b> —Rich Burgundy Red, with White tips .....	.50
<b>Nerissa</b> —One of best exhibition poms. Soft Rose Silver .....	.50
<b>Rosalie</b> —Clear Rich Ivory White.....	.50

### MINIATURES

Roots

<b>Baby Royal</b> —Salmon Shaded Apricot.....	\$ .75
<b>Chard Vanity</b> — Color Soft Pink — Cactus form .....	1.50
<b>Cerise Gem</b> —Cerise with a Gold base.....	1.00
<b>Coronne</b> —White, similar to a Gardenia....	.75
<b>Dahliadel Joy</b> —Lemon color.....	1.50
<b>Dorothy Brant Miller</b> —Beautiful Shell Pink, early bloomer .....	1.00
<b>Eclipse Jr.</b> —Orange Cadmium, deepening at center .....	1.50
<b>Little Nemo</b> —Red and White variegated...	1.00
<b>Orchid Lady</b> —Orchid shade, on good stiff stem .....	1.00
<b>Raleigh</b> — Salmon Rose, shaded Tan with Yellow base .....	1.00
<b>Rhoda</b> —Russet Orange and Yellow.....	.35
<b>Rose Beauty</b> .....	1.50

### MIGNONS, ORCHIDS AND SINGLES

<b>Chancelot</b> —Velvety Red—Single.....	\$ 2.00
<b>Fugi San</b> —Bronze—Single.....	.50
<b>Prince of Bulgaria</b> —Red and White—Mignon	.50
<b>Twinkle</b> —White, with distinct Violet Rose markings .....	1.50



All abbreviations are as follows:

(I.C.)	Incurved Cactus
(R.C.)	Recurved or Straight Cactus
(S.C.)	Semi Cactus
(F.D.)	Formal Decorative
(I.D.)	Informal Decorative
(B.)	Ball
(A.)	Anenome
(C.)	Collarette
(M.)	Miniature
(O.)	Orchid
(S.)	Single
(Mi.)	Mignon



## DAHLIA COLLECTIONS

Perhaps we can interest you in a special offer we are making at this time, in the form of collections. These collections are made up of the leading exhibition varieties of the country and the value received is more than double the catalogue value. We guarantee that all the dahlias in these collections are correctly labelled and the stock to be true and healthy. Furthermore, if you are not satisfied with our selection, we shall be pleased to refund your money, upon the return of the stock. Our offer is to send any one of the following collections prepaid:

**COLLECTION No. 1**—Six named high class dahlia roots for \$3.00.

**COLLECTION No. 2**—Four roots, named of New Honor Roll or Certificate of Merit dahlias, not one over four years old \$5.00. Should you desire plants of this collection, the price will be \$3.00.

**COLLECTION No. 3**—Five roots named of New Honor Roll or Certificate of Merit, not over three years old, for \$10.00. Should you desire plants of this collection, the price will be \$5.00.

**COLLECTION No. 4**—Twelve named roots, Honor Roll or Certificate of Merit dahlias, not over three years old, for \$20.00. Should plants be desired of this collection, the price will be \$10.00.

**COLLECTION No. 5**—Six named high class exhibition pompon dahlia roots for \$1.25.

**COLLECTION No. 6**—Six named high class exhibition miniature dahlia roots for \$1.50.

**COLLECTION No. 7**—Six named high class dahlias, collection to include roots, pom pons, miniatures, mignons, orchids and singles for \$1.50.

We might add that plants of the above collections are grown and shipped in three-inch pots.

### SPECIAL NOTICE AS TO TERMS AND DELIVERY

All our plants are grown and shipped in three-inch pots, and our roots and plants are shipped under the Ruschmohr Guarantee, to be healthy and true to name. If they prove otherwise, we cheerfully replace them. We make no substitutions unless authorized. Remittances are to accompany all orders, and we prepay postage for all retail orders of \$3.00 or over. For orders of less than this amount, the shipments will go forward Express Collect, except on collections as noted above, which are sent out prepaid by us.

## DIRECTIONS FOR THE GROWING AND CULTIVATION OF EXHIBITION DAHLIAS

**Time** — The proper time to plant dahlias for exhibition purposes in this climate is about the tenth of June. Of course, if one is not depending upon the shows, they can be planted as soon as the frost is over. In this climate we advise a succession of planting from May 15 to July 1.

**Preparing Soil** — About one week or ten days before planting, spade your garden and leave it in the rough, then broadcast into soil to every 100 sq. ft. or to approximately ten dahlia hills 5 lbs. raw bonemeal mixed with 2 lbs. of muriate or sulphate potash which should be raked into the soil thoroughly.

**Planting of Roots** — Plant about 6 inches deep, no more, laying root flat on its side with eye facing upward. Fill hole only halfway to top and as sprout grows gradually fill in.

**Planting of Green Plants** — As plants are received, remove cartons and leave in pot. Soak them in shallow water for a few minutes in order to freshen plant after its journey through the mail. Set out plants in late afternoon or on a cloudy day, removing pot from plant. Make sure that plant is planted deep enough and if the following day should be hot and sunny, suggest shading plant with a peach basket during the heat of the day. Fill hole gradually with dirt as plant grows.

**Stakes** to which the plants are to be tied should be inserted at the time of planting; this also applies to roots.

**Cultivation** — Keep soil well pulverized and suggest cultivation about 24 hours after rainfall, in order to keep the soil from becoming baked. This is very important and should there be lack of rain, suggest weekly cultivations. Discontinue all cultivating after August 15, as roots have a tendency to come to top and will be disturbed by continuous cultivating.

**Watering** — Unless weather is very dry, dahlias will need no water until they commence to bloom. Then water thoroughly, soak the ground every week or ten days as needed.

**Insects** — Can usually be controlled by spraying weekly with a good insecticide. Even though plants appear to be clean and healthy, a weekly spray will act as a preventive. When you find a flower is being eaten or a stem drooping, make a search and you will be sure to find the troublesome pest, and kill it.

**Disbudding and Disbranching** — To get large flowers on long stems it is very necessary to disbud and disbranch.

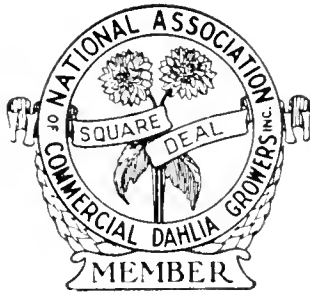
When plants come up leave only one stalk. After three sets of leaves appear, pinch out the crown or center. In a short time a top pair of laterals will make themselves evident which eventually will be a branch of the dahlia bush. When the buds appear, leave only one of the three buds that usually come in a cluster, pinching out the side two. New branches will appear in the form of laterals between the leaves and the stalk. These should also be pinched out and it is well to pinch out all laterals below the remaining bud except the two nearest the main stalk. This will keep your plant low and bushy and you will have many flowers on long stems from branches below which will develop rapidly.

**Fertilization** — When buds appear, which is usually about the 20th to the 25th of August, it is well to give them a top dressing of fertilizer and we suggest at this time  $1\frac{1}{2}$  lbs. of bonemeal flour,  $1\frac{1}{2}$  lbs. of animal tankage and 1 lb. of muriate of potash or sulphate of potash. Mix well and broadcast not closer than 6 inches nor more than 18 inches from the stalk. The foregoing formula is sufficient for one application to ten hills.

**Cut Flowers** — Dahlias should be cut in the early morning or in the evening after sundown. After flowers are cut dip stems into hot water (about boiling) for one or two minutes. Then place in deep cold water in a cellar for a few hours to freshen. Flowers then may be ready to ship by packing in strong corrugated boxes, laid out in florists tissue paper. It might be well to fold up newspapers to act as a pillow for the large blooms to rest on in order to avoid bruising.

**Storage** — After the black frost has killed the dahlias, cut the tops at the ground and dig them carefully with a good fork, being careful not to strain the necks of the roots. Cut stalk within 2 inches of crown and allow clumps to dry out in the sun three or four hours before placing into barrels or boxes. Suggest that clumps be placed in inverted position while drying, in order that water in stems will drain out. It is well to allow soil to cling to clumps to prevent root necks from breaking and excessive drying of tubers. A good potato cellar is very desirable as a storage bin for dahlias. If this is not available, keep them as far as possible from the heater and in a space where the temperature will not go below 40 degrees nor above 55 degrees.

**Preparing Soil for Next Year** — After roots have been dug spade the garden and plant winter rye. If your soil has a tendency to be acid would broadcast lime stone over it. The spreading of cow manure over the winter rye will also be very beneficial. Turn rye over just before it goes into stalk which in this climate is usually about the first week in May.



We are members of National Association of Commercial Dahlia Growers which is composed of reputable and financially responsible Dahlia growers and dealers. This emblem in the advertisement of a Dahlia grower signifies his membership in the Association. It stands for Integrity, Reliability and a Square Deal in every particular. You need have no hesitancy in dealing with any member of the National Association of Commercial Dahlia Growers.

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We urgently request that if you are not a member of this great society to join immediately. Send \$2. to Mr. C. Louis Alling, Secretary, No. 198 Norton Street, New Haven, Connecticut, which entitles you to a bulletin which is published quarterly, filled with useful information on dahlia culture and will recompensate you many times for the money spent.

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